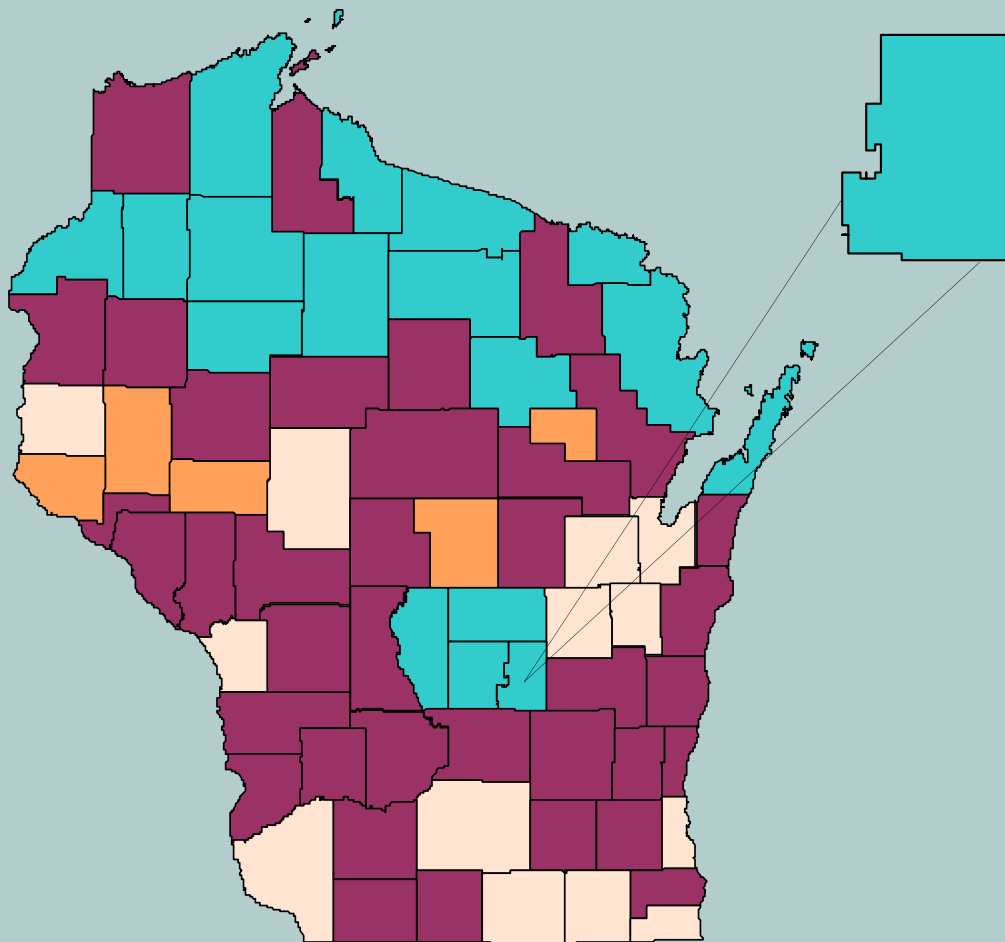


Green Lake County Workforce Profile

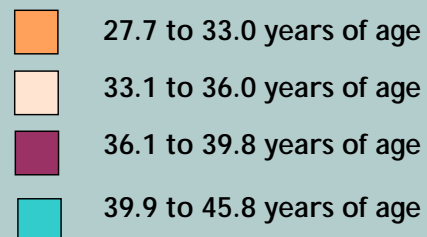
Median Age by County, 2000



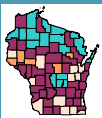
Your complete
guide to the
state of the
labor force of
today and a
glimpse into
the economy of
tomorrow.



State of Wisconsin
Department of Workforce Development
October 2002



Source: Census 2000 of the United States



County Population

The population of Green Lake County experienced slight growth in 2001, adding fifty-nine residents, or 0.3% to its population. In comparison, the state of Wisconsin and the United States each grew at a 0.7% annual rate. This disparity suggests that, while Green Lake County continues on a path of population growth that, while being significant, particularly in the context of the region, as a whole, lags behind the rate of growth of either the state or nation. From 1990 to 2000, Green Lake County experienced a 5.1% growth rate, while Wisconsin grew at 8.5%, and the United States added 8.7% to its population.

When considering that Green Lake County is positioned just adjacent to the Lake Winnebago and Fox River Valley region of the state and that the county's population is less than every adjacent county other than Marquette County, which itself grew at 12.7% over the course of the 1990's, a continued steady rate of growth is vital to the economic stability of the county.

However, using changes in the population as an indicator of total growth in the county's economy is sometimes deceiving. This certainly is the case in

Green Lake County, given the substantial tourist traffic that comes into the county on a daily and annual basis. One example of the impact that the tourist base has on the county is in the significant number of vacation homes built to take advantage of the natural beauty of the county. While the exact number of these vacation homes cannot accurately be measured from available data, information from the 2000 Census states that, between 1990 and 2000, 1,432 new homes were built in the county, representing the largest period of new residential construction in the county.

One other factor to consider when analyzing the impact of a transient tourist population on the county's population is the change in residence among the county's population over the past five years, as reported in the census. From 1995 to 2000, 35.3% of the county's population reported that they lived in a different residence in 2000 than in 1995. Of this thirty-five percent, 2,832, or 15.7% moved within the county, while 15.1% moved from somewhere in the state, and 4.5% moved to Green Lake County from somewhere else in the United States. Given the relative disparity between the

(Continued on page 2)

Total Population

	2000 Census	January 1, 2001 Estimate	Percent change
United States	281,421,906	283,474,000	0.7%
Wisconsin	5,363,675	5,400,449	0.7%
Green Lake County	19,105	19,164	0.3%

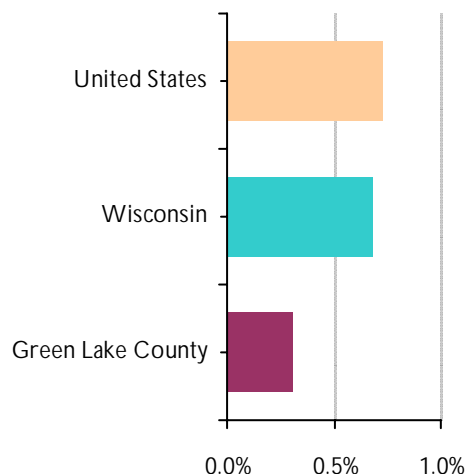
Ten Largest Municipalities

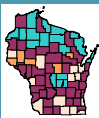
Berlin, City *	5,222	5,231	0.2%
Brooklyn, Town	1,904	1,916	0.6%
Princeton, Town	1,540	1,546	0.4%
Princeton, City	1,504	1,501	-0.2%
Markesan, City	1,396	1,397	0.1%
Green Lake, Town	1,258	1,258	0.0%
Berlin, Town	1,145	1,155	0.9%
Green Lake, City	1,100	1,116	1.5%
Kingston, Town	900	901	0.1%
Manchester, Town	848	849	0.1%

* Green Lake portion only

Source: Wisconsin Department of Administration, Demographic Services, 2002

Population Growth 2000-2001



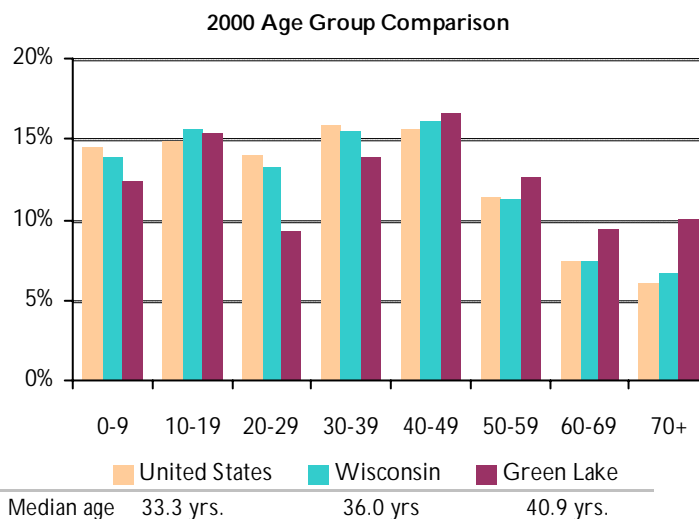


State of Wisconsin - Green Lake County

number of new homes and the population changing residences, it is reasonable to assume that a significant portion of the county's housing stock consists of vacation homes whose owners, while a vital part of the county's economy are not considered part of the population.

Shifting our focus from an analysis of the county's population to the population of some of the county's municipalities, the same pattern of modest growth can be seen. Only one of the ten largest municipalities in the county — the City of Princeton reported a loss in population in 2001, losing three residents, or 0.2% of its population. The townships of Brooklyn and Berlin, the two fastest growing municipalities in the county in the 1990's continued their rapid growth, adding 0.6% and 0.9%, respectively.

Another interesting aspect of the county's population that provides a vital bridge between the general population and labor force is the age distribution of the population. This distribution is illustrated in the chart to the right. In 2000, the median age of Green Lake County was 40.9 years. This median age is significantly higher than either the state level

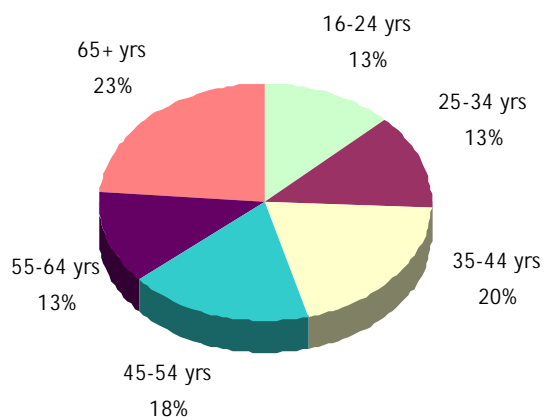


Source: US Department of Commerce, Census Bureau, *Census 2000*

of thirty-six years or the national median age of 33.3 years. This relatively high median age is easily put into context by analyzing the age distribution of the county. A far greater percentage of the county's population is aged sixty and above as compared to either the state or nation. Conversely, a significantly smaller percentage of the Green Lake County population is younger than thirty than either the state or nation. The future implications of this disparity are striking.

County Civilian Labor Force

Green Lake County Labor Force Age Groups



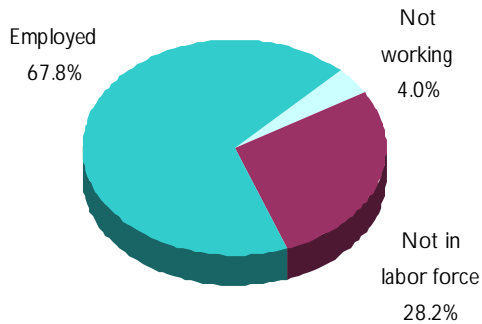
Source: US Dept. of Commerce, Census Bureau, *Census 2000*

Just as the age distribution of the general population paints a picture of an aging county, an analysis of the labor force eligible population paints a dire picture for employers as we move forward into the twenty first century. Based on the age distribution depicted in the chart to the left, a majority of Green Lake County's labor force eligible population is over the age of 45, with a significant portion of the majority over 65. Additionally, a relatively lesser share of the population is between 25 and 44 years old. Therefore, as the county moves through the next twenty years, it is reasonable to assume that the number of workers entering into retirement will be significantly higher than the number of workers entering the workforce. As a result, the potential for a significant labor shortage in the county exists, and will be a topic of interest for some time to come.



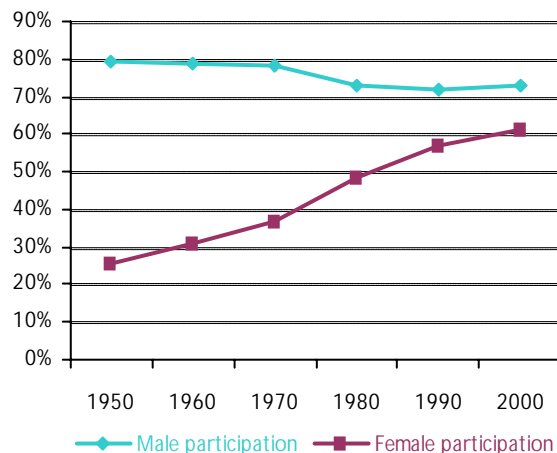
State of Wisconsin - Green Lake County

2001 Labor Force Participation



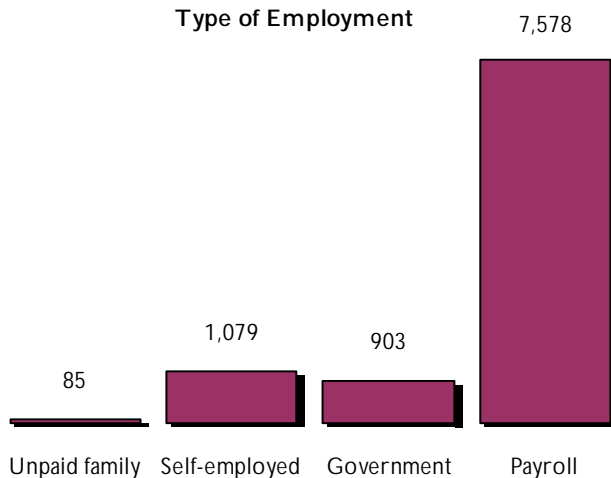
Source: Estimated from WI Dept. of Administration population estimates, Jan. 2001, US Census Bureau, and WI Local Area Unemployment Statistics.

Labor Force Participation of Male and Female Residents



Source: US Dept. of Commerce, Census Bureau, *Census 2000*

Type of Employment



Source: US Dept. of Commerce, Census Bureau, *Census 2000*

The labor force is the sum of those employed and unemployed *that have actively sought work in the last month*. **Labor Force eligible must be 16 years or older and not a member of an institutional population** such as a prison or an armed forces member living on a military base. The term "unemployed" does not necessarily include all people who are not working. For example, those who are retired or choose not to work are not considered unemployed. The phrase "Not Working" in the graph below assumes unemployed for the purposes of this profile.

The labor force participation rate of Green Lake County for 2001 was 71.8%. This rate represents a 1.9% increase from 2000. In comparison, the state's labor force participation rate in 2001 was 73.5%, which represents a 0.7% increase over the 72.8% rate of 2000. Nationally, the 2001 labor force participation rate was 66.9%, which actually represents a 0.3% decrease from 2000's rate of 67.2%. While the annual increase in the labor force participation rate in Green Lake County was greater than either the change in the state or national rate, the county's rate continues to lag behind the state rate. The primary explanation for this disparity is that a larger percentage of the labor force eligible participation, particularly the older population discussed previously is not active in the labor force in Green Lake County than in the state.

Another interesting aspect of the labor force participation rate of Green Lake County is the change in the difference between the labor force participation rate among males and females. The change in these rates over the past fifty years is illustrated in the trend analysis to the left. Since 1970, the male labor force participation rate has been decreasing steadily. This decline can be attributed to a number of factors, including a significant decline in the agriculture industry in the county, a rapidly aging population, and significant declines in traditional industries, such as manufacturing and wholesale trade. Conversely, the labor force participation rate among females has increased exponentially over the past fifty years. Much of the growth in female participation in the labor force since 1950 can be attributed to a number of social factors which have been discussed in great detail in other publications. Additionally, recent growth in non-traditional "soft" industries, such as finance,

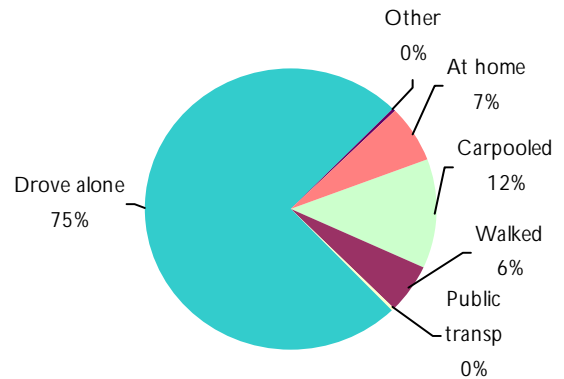


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insurance, and real estate, and service industries have created additional opportunities for women.

A third aspect of the labor force that can provide insight into the state of the county's economy is the distribution of the labor force among various types of employment. According to the distribution illustrated on page three, a vast majority of the county's labor force is employed in private, or payroll positions. A smaller number are employed either in government, self-employment, or unpaid family positions, which are focused primarily in farming positions. One interesting anomaly that exists in this distribution in Green Lake County is that there are more workers who consider themselves to be self-employed in the county than are employed by government agencies. This is due to a combination of two factors — the relatively small presence of municipal, county, and state government in the county, and the presence of a large number of sole proprietorships and home-based businesses in the county. The large number of self-employed workers suggests a strong potential for entrepreneurial growth. Another interesting characteristic of the county's labor force that is illustrated in information from

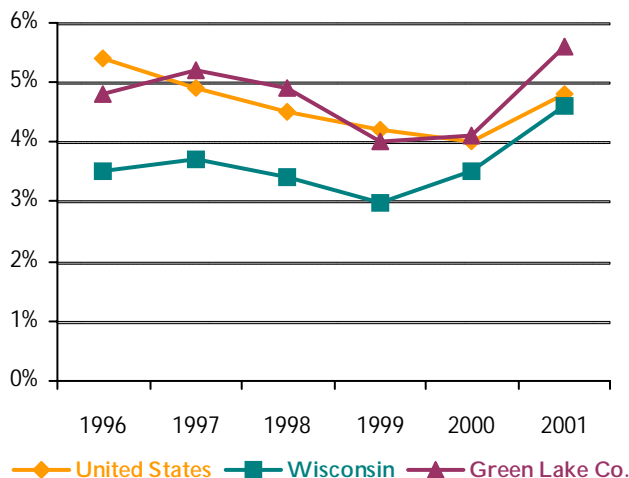
County Travel-to-Work Patterns



Source: US Dept. of Commerce, Census Bureau, *Census 2000*

Census 2000 is an analysis of how workers commute to the workplace every day. While detailed information on commuting patterns will not be available until later this year, it is obvious that the great majority of commuters either drive alone or carpool to the workplace. A significantly lesser share of the workforce either work at home, walk, or utilize public transportation, as the county does not possess the commuter base sufficient to support a well-developed public transit system.

Unemployment Rate Comparison

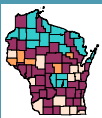


Moving from a discussion of the employed labor force to the unemployed labor force, the trend analysis to the left illustrates the change in the unemployment rate in the county, state, and nation between 1996 and 2001. Over the course of the past five years, the unemployment rate in Green Lake County has followed the same fluctuation trend as that of the state, as a whole. However, the county's unemployment rate has been consistently higher than the state average, and therefore, at several points during the course of the past five years, the unemployment rate of Green Lake County is above the national rate, particularly in 2001, when the annual rate was 5.6%.

Green Lake County Civilian Labor Force Data

	1996	1997	1998	1999	2000	2001
Labor Force	10,800	10,700	10,600	10,300	10,400	10,800
Employed	10,200	10,200	10,100	9,900	10,000	10,200
Unemployed	520	560	520	410	430	600
Unemployment Rate	4.8%	5.2%	4.9%	4.0%	4.1%	5.6%

Source: WI Department of Workforce Development, Local Area Unemployment Statistics, revised March 2002



County Industry Employment

Nonfarm Wage and Salary Employment

	1996	1997	1998	1999	2000	2001	Percent change	
							1 year	5 year
Total	7,837	7,929	7,956	7,842	7,864	7,891	0.3%	0.7%
Goods Producing	2,796	2,795	2,750	2,574	2,424	2,404	-0.9%	-14.0%
Construction & Mining	466	534	560	572	582	586	0.6%	25.7%
Manufacturing	2,329	2,261	2,189	2,003	1,842	1,818	-1.3%	-22.0%
Durable	1,188	1,156	1,202	1,131	1,131	1,080	-4.5%	-9.0%
Nondurable	1,142	1,105	988	871	711	737	3.7%	-35.4%
Service Producing	5,041	5,134	5,207	5,268	5,440	5,487	0.9%	8.9%
Transportation, Communications & Utilities	279	293	296	288	289	270	-6.6%	-3.5%
Total Trade	1,584	1,594	1,540	1,618	1,654	1,554	-6.1%	-1.9%
Wholesale	217	210	183	181	171	148	-13.6%	-31.9%
Retail	1,367	1,384	1,357	1,437	1,483	1,406	-5.2%	2.8%
Finance, Insurance, and Real Estate	209	217	224	221	233	281	20.2%	34.3%
Services & Misc.	1,939	2,030	2,089	2,061	2,119	2,178	2.7%	12.3%
Total Government	1,029	999	1,057	1,081	1,144	1,206	5.4%	17.1%

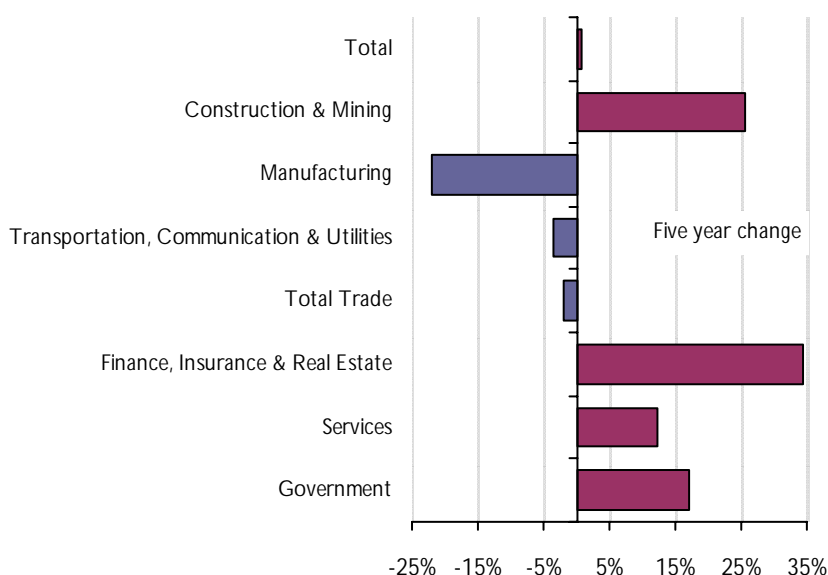
Source: WI Department of Workforce Development, Nonfarm wage and salary estimates, revised March 2002

Pointing the spotlight on employment within the major industry sectors in Green Lake County, a number of interesting conclusions can be drawn. Of primary significance to the county is the recent decline in manufacturing employment. Over the past five years, the manufacturing sector, which has been an area of strength for the state has experi-

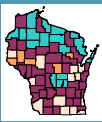
enced significant losses in the county, shedding 22.0% of its workforce. Much of this loss has been concentrated in nondurable goods manufacturers, who, through a combination of plant closures and decreased operations have accounted for over 4000 lost positions since 1996. Similarly, the wholesale trade sector, which accounts for a much smaller share of industry employment shed 31.9% of its employment over the past five years, and 13.6% within the past year alone.

Conversely, a number of industries have experienced significant growth over the past year to five years. Leading this growth has been the finance, insurance, and real estate sector, which 20.2% in 2001 and 34.3% since 1996. Related to this growth and the growth of the county's real estate market, construction employment, while growing at a modest 0.6% in 2001 has increased by 25.7% in the past five years. Additionally, growth in retail trade (2.8%) and services employment (12.3%) over the past five years can partially be attributed to the growing importance of the tourism industry in the county.

Employment Change by Industry Division: 1996 to 2001



Source: WI DWD, Nonfarm wage and salary estimates, revised March 2002



State of Wisconsin - Green Lake County

Top 10 Employers

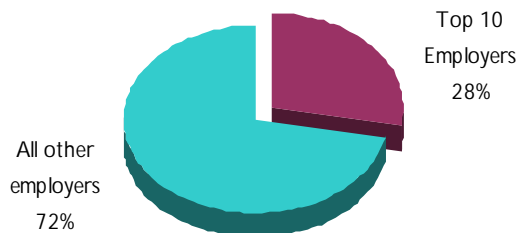
Company	Product or Service	Size
Community Health Network Inc.	Health Care Services	500-999
Berlin Area School District	Public School System	250-499
Berlin Foundry Corp.	Iron Castings	100-249
Precision Metalsmiths	Steel Castings	100-249
County of Green Lake	County Government Services	100-249
City of Berlin	Municipal Government Services	100-249
Green Lake Venture Inc.	The Heidel House	100-249
Markesan Public School	Public School System	100-249
Wal-Mart Associates Inc.	Retail Sales	100-249
Ripon Award Jackets Inc.	Athletic Clothing	100-249

Top 10 Industry Groups

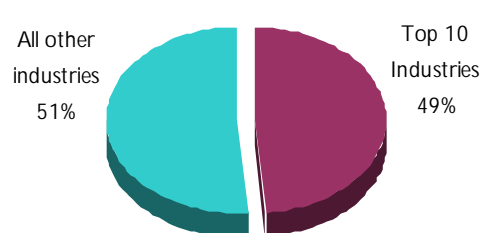
Industry Group	March 2001		Numeric change	
	Employers	Employees	1-year	5-year
Health Services	20	860	8	58
Educational Services	4	579	1	73
Primary Metal Industries	3	450	-44	*
Executive, Legislative, and General	13	408	6	9
Eating and Drinking Places	37	400	-57	-93
Automotive Dealers & Service Stations	19	283	-8	58
Food Stores	8	251	-5	25
Apparel and other Textile Products	3	216	-23	-125
Special Trade Contractors	33	203	-2	29
Miscellaneous Manufacturing Industries	3	191	59	*

*data suppressed to maintain confidentiality

Top 10 Employers' Share of
Nonfarm Employment



Top 10 Industry Group Share
of Nonfarm Employment



Source: WI Department of Workforce Development, ES-202 file tape, December 2001

The listing the ten largest employers in Green Lake County reflects the diversity of the county's economy. A number of traditional industry sectors, including manufacturing, which is represented by Berlin Foundry Corporation and Precision Metalsmiths, and government services are present. So, too are somewhat nontraditional sources of strength, including retail trade, as represented by Wal-Mart Associates, and healthcare, where Community Health

Network, Inc. ranks as the largest employer in the county. The heavy presence of government entities among the top ten employers, while not surprising, given the relatively small size of the county's economy, is interesting to note, particularly in light of the data from the 2000 Census that suggests that significantly fewer workers are employed in government employment than in private, payroll employ-

(Continued on page 7)



State of Wisconsin - Green Lake County

ment.

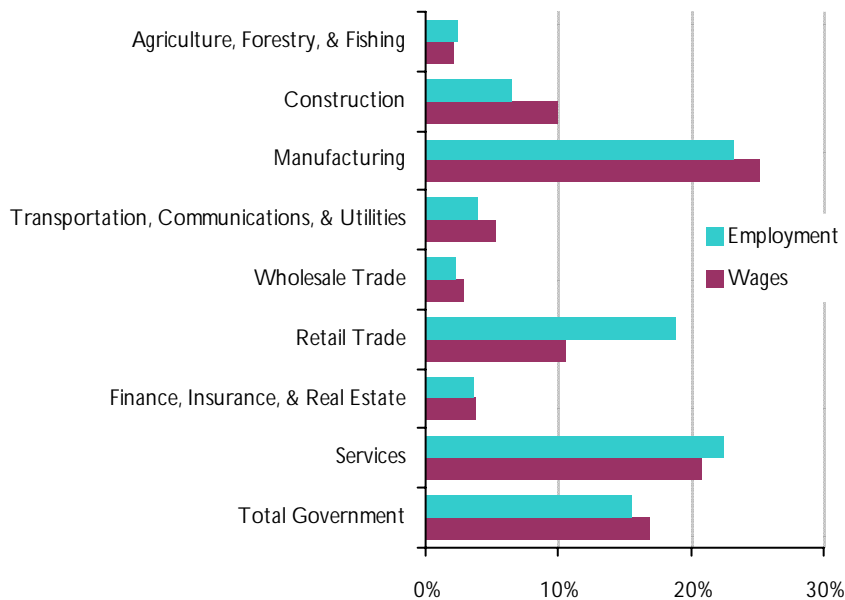
As an indication of the relative importance of these top employers and the top industry sectors, of all employees in Green Lake County, 28% are employed by one of the ten largest employers. Similarly, nearly half (49%) of all employees in the county are employed in one of the ten largest industry sectors, which include a diverse grouping of industries, such as health services, primary metal industries, automotive dealers and service stations,

and special trade contractors.

Another important factor in diagnosing the health of the Green Lake County economy is the level of wages paid by employers in the county. In 2001, the annual average wage was \$24,396. In comparison, this average wage is 21.1% lower than the state average of \$30,922 and was also significantly lower than the national average, which was \$35,296 in 2000, and is expected to be significantly higher for 2001. In comparison to wages from a year earlier, the average wage for 2001 represents a 4.5% increase over 2000. As a result of this increase, the disparity between the county and state average has been reduced by 2.4%.

Focusing on specific industry wages, all industries wages are well below the state average. Of particular importance are manufacturing wages, which are one-third below the state average and finance, insurance, and real estate, which despite experience significant employment growth over the past five years pays an average wage that is 27.2% below the state average. Much of this disparity, however is tempered by a local cost of living well below the state and US.

Employment & Wage Distribution by Industry Division



Annual Average Wage By Industry Division

	Green Lake Co. Annual Average Wage	Wisconsin Annual Average Wage	Percent of State Average	1-year percent change	5-year percent change
All Industries*	\$ 24,396	\$ 30,922	78.9%	4.5%	23.5%
Agriculture, Forestry, & Fishing	\$ 20,538	\$ 22,565	91.0%	1.9%	16.6%
Construction	\$ 36,922	\$ 39,011	94.6%	3.2%	36.2%
Manufacturing	\$ 26,477	\$ 39,739	66.6%	-0.4%	19.5%
Transportation, Communications, & Utilities	\$ 32,183	\$ 36,639	87.8%	6.1%	30.8%
Wholesale Trade	\$ 30,912	\$ 40,521	76.3%	6.3%	19.0%
Retail Trade	\$ 13,647	\$ 14,596	93.5%	6.1%	25.9%
Finance, Insurance, & Real estate	\$ 25,625	\$ 40,933	62.6%	5.2%	19.5%
Services	\$ 22,721	\$ 28,775	79.0%	3.2%	24.0%
Total Government	\$ 26,574	\$ 33,785	78.7%	11.3%	24.6%

* Mining excluded from table since wages were suppressed to maintain confidentiality in every county

Source: WI DWD, *Employment, Wages, and Taxes Due covered by Wisconsin's U.C. Law, 2002*



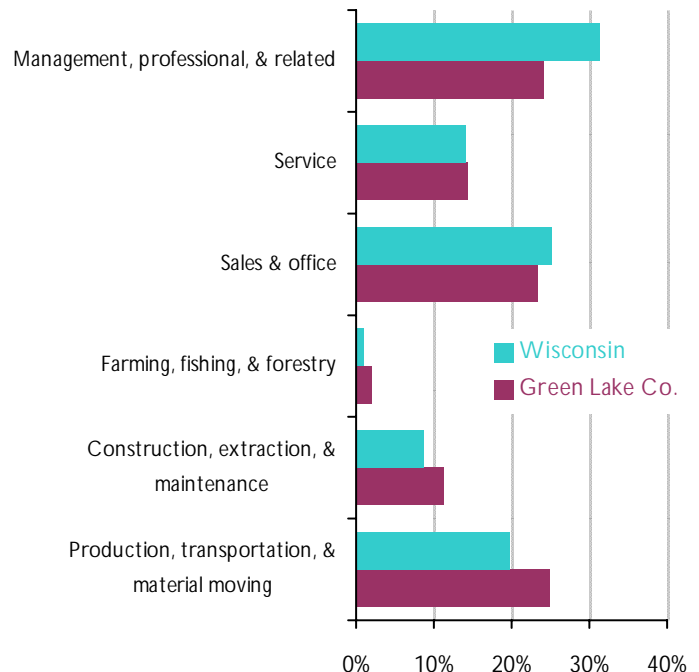
Occupation and Education Characteristics of County Population

Two additional factors that are vital to the composition of the Green Lake County workforce are the occupational distribution of the labor force and the educational attainment of the county's population. The occupational distribution, which consists of information collected from Census 2000 is illustrated in the chart to the right.

A number of interesting points should be made about this distribution. First, it is interesting to note that, despite significant declines in both manufacturing and wholesale trade, a relatively larger percentage of the population is employed in production, transportation and material moving occupations than the state. This suggests that continued declines in these industries will have quite a significant impact on the county's economy. Conversely, a smaller percentage of workers in the county are employed in management and professional occupations, as well as workers in sales and office positions than in the state. However, as was evidenced by the growth of specific industries within the county, the potential for significant growth in these occupations exists. Finally, the relatively larger share of workers in construction trades again points to the high demand for construction, particularly in residential construction in the county.

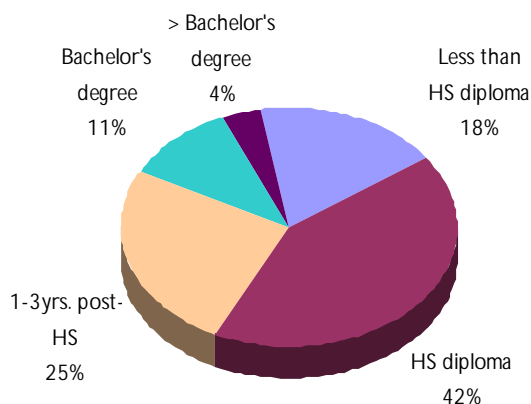
Shifting from the discussion of occupations to one

Employment by Occupation Group: 2000



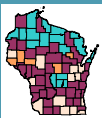
US Department of Commerce, Census 2000

Education Attainment in 2000



Source: US Dept. of Commerce, Census Bureau, *Census 2000*

of educational attainment, the distribution of the population aged 25 and over by highest level attained is illustrated in the chart to the left. A few key points should be made concerning this distribution. First, given the relative importance of manufacturing and other traditional industries in Green Lake County, the large share of the population possessing a high school diploma is neither surprising nor alarming. Additionally, the relatively small share of workers with an advanced degree, which primarily consists of workers engaged in professional occupations in the medical and legal fields further supports the dominance of industries such as manufacturing and wholesale trade. One additional point needs to be made at this juncture. A large percentage of the Green Lake County population (25%) reported completing between one and three years of postsecondary education. Despite the fact that this distribution does not contain a category for associate's and vocational degrees, the presence of a strong technical college system and emphasis on traditional industries appears to suggest that a large number of this group possesses one of these de-

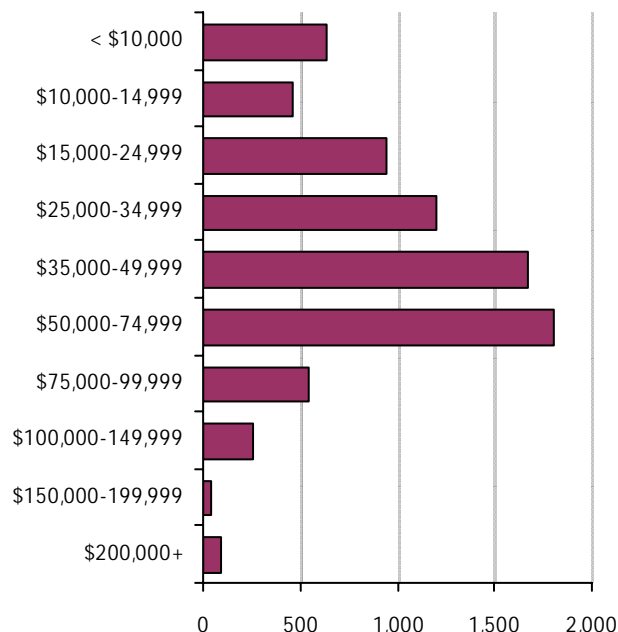


County Income Information

A final, yet vitally important factor to consider when examining the Green Lake County workforce is the income level of the population. This is measured by a variety of means. The first, and perhaps most popular calculation is that of median household income. The distribution to the right represents the distribution of household income in the county as reported in Census 2000. In 2000, the median household income of Green Lake County was \$39,462. This median is significantly lower than the state average of \$43,791. A logical explanation for this disparity harkens back to the discussion of average annual wages in the county, which are significantly lower than the state average. However, the prospects for improvement in this level are strong, particularly in light of the rate of wage growth and the increasing number of dual income households present in the county. Additionally, the significant number of households earning between \$50,000 and \$74,999 also points towards future improvement.

Another measure of the income level of Green Lake County can be seen through the percentage of individuals reporting income levels below the federal poverty level in 1999. According to Census 2000, 3.8% of all families, 7.0% of individuals, and 10.3% of single mother families in the county live in poverty.

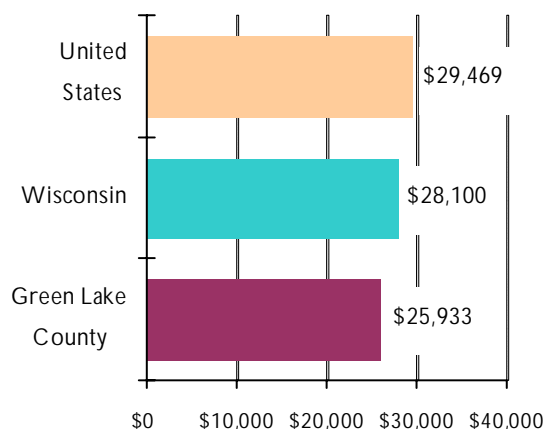
Households by Income Range
Median household income in Green Lake Co. \$39,462



Source: US Dept. of Commerce, Census Bureau, *Census 2000*

A third indication of income in the county is per capita personal income, which includes sources of income other than salary and wages. In 2000, the PCPI of Green Lake County was \$25,933, which is lower than both the state and national levels. However, because of the factors previously discussed, potential for growth in this area is high.

Per Capita Personal Income 2000



Source: US Department of Commerce, Bureau of Economic Analysis

Components of Total Personal Income: 2000

